

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant:** Paul Rowland Beardow

**Serial No.:** 10/509,771

**Filing Date:** March 21, 2005

**Title:** ITEM DISPLAY

**Docket #:** 22557-3007

Confirmation No.: 2156

Group Art Unit: 4176

Examiner: Talia F. Crawley

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir or Madam:

In response to the non-final Office Action mailed May 28, 2008, please consider the amendments outlined below, in conjunction with the accompanying remarks.

**Amendments to the Specification** are detailed on page two (2) of this paper.

**Amendments to the Claims** are detailed on page three (3) of this paper.

**Remarks** begin on page eleven (11) of this paper.

**A Substitute Specification and Abstract** is enclosed with this response.